

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend claims 13-15 and cancel claims 1-3, 5-12 and 16-18 without prejudice or disclaimer as follows:

**Listing of Claims:**

Claims 1-12 (Canceled).

Claim 13 (Original): An [[The]] image forming apparatus as claimed in claim 9,  
comprising an image forming apparatus main member, a detachable unit detachable to the image  
forming apparatus main member, and a control means for controlling operation of the image  
forming apparatus,

the detachable unit comprising a memory part storing information containing control  
information, and

the control means controlling operation of the image forming apparatus based on the  
information stored in the memory part,

wherein the control information stored in the memory part is capable of being updated by  
wireless while the detachable unit is detached from the image forming apparatus main member,

wherein the memory part stores advertisement information showing advertisement as the  
control information, and

the control means prints the advertisement information on a recording sheet upon forming an image, wherein the control means displays the advertisement information on a non-image area of the recording sheet upon forming the image.

Claim 14 (Original): The image forming apparatus as claimed in claim 13, wherein the image forming apparatus has an input means for inputting information from a user, and

the control means prints the advertisement information on a recording sheet based on a preference of the user input from the input means.

Claim 15 (Original): The image forming apparatus as claimed in claim 13, wherein the image forming apparatus has an accounting means for accounting corresponding to a number of times of image formation, and

the control means reduces the account in the case where the advertisement information is printed upon forming an image.

Claims 16-18 (Canceled).